

**AGENDA
CITY OF PATTERSON**

**ECONOMIC STRATEGIC COMMISSION
REGULAR MEETING**



**Thursday, May 17, 2018
11:30 a.m.**

**City of Patterson - City Hall
1 Plaza
City Council Chambers
Patterson, California**

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The ESC agenda and supporting public documents (if any) are available for viewing in City Hall, Administration Department, 1 Plaza, 2nd Floor, Patterson, California. The ESC agenda and supporting public documents (if any) are also available online on our City web site www.ci.patterson.ca.us listed under Popular Links "Agenda Center" and listed under the "Upcoming Events Calendar" under the date of the meeting or please call or email the City Clerk at (209) 895-8014 or cityclerk@ci.patterson.ca.us

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1. Call to Order
 2. Statements of Conflict
 3. Items from the Public

The public wishing to address the Commission on items that do not appear on the agenda may do so; however, the Commission will take no action other than referring the item to staff for study and analysis and may place the item on a future agenda.

Any member of the audience desiring to address the Commission regarding a matter on the agenda, please state so at the time the item is announced by the Chairperson. In order that all interested parties have an opportunity to speak, any person addressing the Commission may be limited to a maximum of five (5) minutes.

4. Motion to Approve ESC Meeting Minutes of March 22, 2018.
5. Introduction to City of Patterson Tools for Business Success.
6. Status Report on the Tagline Competition.
7. Update on City and Private Projects.
8. Other Matters.
9. Adjournment.

(ESC and Ad Hoc Members Please Remember to Bring \$10 for Lunch)

City of Patterson
Economic Strategic Commission
Special Meeting Minutes
March 22, 2018

1. Call to Order

The special meeting of the Patterson Economic Strategic Commission of March 22, 2018 was called to order in the City Hall, City Council Chambers, 1 Plaza, Patterson at 11:52 a.m.

ESC Members Present: Ken Buehner, Fred Fowler, George Galloway MacMaster, Elwood Schut (4)

ESC Members Excused: Rick Schiltz (1)

City Staff Present: City Manager Ken Irwin, Community Development Director David James, Administrative Assistant to the City Clerk Aracely Alegre (3)

Guests: Larry Buehner (1)

2. Statements of Conflict – None

3. Items form the Public - None

4. Motion to Approve ESC Meeting Minutes of September 21, 2017 and January 18, 2018.

Fred Fowler motioned to motioned to approve the minutes of September 21, 2017 and January 18, 2018. The motion was seconded by Elwood Shut and approved by a 4-0 roll call vote.

5. Introduction to the Marketing Tag Line Competition.

Community Development Director James addressed his report/memo:

- Need of establishing a marketing statement.
- Commission/Staff to send a letter/form to the community and organizations informing them of the competition to create a tagline. Possible businesses/agencies:
 - Patterson High School
 - Ron Swift
 - Rotary
 - Chamber of Commerce
 - Facebook/website
- City Manager Irwin mentioned the importance of keeping it within businesses.
- Selection Committee to consist of City Staff members and ESC members.
- City of Patterson will trademark tagline.

- Mayor Novelli to be requested to be on the Committee.
- Larry Buehner addressed the need to have a digital sign to advertise the tag line.
- Commission members agreed to start the competition.
- George Galloway MacMaster addressed the group about creating an emoji.
- The Commission discussed incentives for smaller businesses.

6. Update on City and Private Projects.

City Manager Irwin and Larry Buehner addressed tax incentives.

City Manager Irwin updated the Commission on the following projects:

- Self-Help Enterprises has broken ground on their project.
- Progress of Villages of Patterson.
- Annexation of Zacharias Road.

7. Other Matters - None

8. Adjournment.

There being no further business, the special meeting of the Economic Strategic Commission of March 22, 2018 was adjourned at 12:32 p.m.

Aracely Alegre, Administrative Assistant to the City Clerk

Maricela Vela, City Clerk